

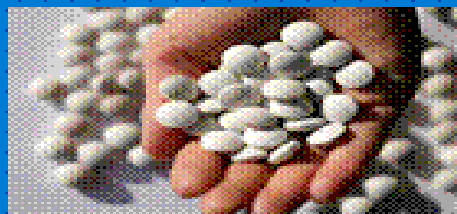
DR. DANIEL CLARK

Upper Cervical Patient Education Made Simple

How to Get Well and Stay Well



A new way to get well and stay well ... without the use of drugs and painkillers.

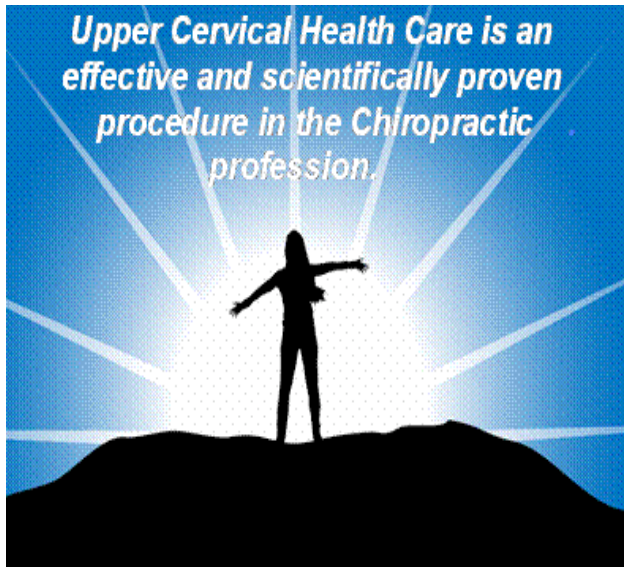


Upper Cervical
Corrective Health Care



Countless health problems have responded to this health care alternative.





The 3 phases of Upper Cervical Health Care!

1. The Acute Phase

The doctor's first objective is to remove interference at the top of the neck to reactivate the body's natural self-healing process and relieve pain and symptoms as quickly as possible.

2. Body Stabilization and Healing Phase

Most patients realize improvement after their first Upper Cervical correction, but the first six to eight weeks after the correction is considered a period of stabilization and healing.

Just as an orthodontist requires ample time to straighten teeth, so it is with balancing and stabilizing the spine.

Body balance must be monitored during this period to prevent any interruption in the body's natural self healing process.

3. Maintenance Health Care Phase

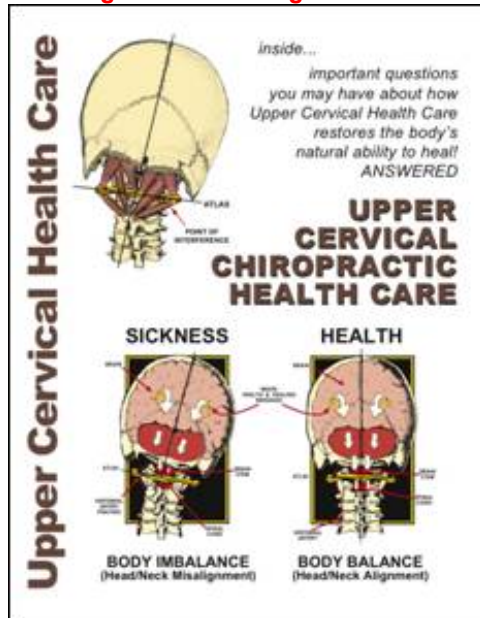
Just as you service your car to insure that it runs efficiently, so it should be with your body.

The body has the natural ability to maintain optimal health provided body balance is maintained and brain messages can flow unrestricted to all parts of the body.

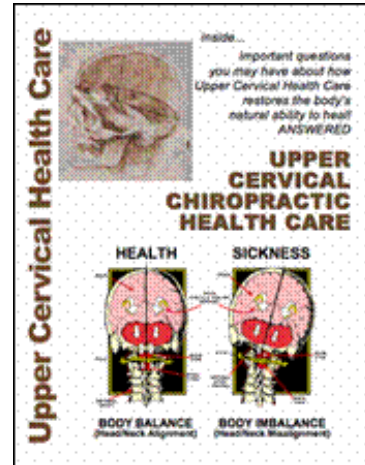
The patient that allows the doctor ample time to correct and stabilize their alignment correction will realize the best results.

Grow and Sustain A Successful Practice with Patient Education Material!

Exciting New Cover Page



Standard Size Item No. 0094



Pocket Size Item No. 0095

Suggestions:

Standard Size Booklet Item # 0094 ... Size 8½ x 11

Have patients read the booklet before giving the "Report of Findings."

They will better understand your explanation of Upper Cervical Care. This will drastically reduce "one on one" patient education time.

INCLUDE A COPY IN THE "REPORT OF FINDINGS."

All patients will receive the same logical and easy to understand explanation of Upper Cervical Care.

When patients have a clear understanding of the benefits of Upper Cervical Care and can share it with their family and friends referrals and new patients always follow.

Pocket-Size Version Item # 0095 ... Size 5½ x 8½

Display copies at the receptionist's desk with a sign,

"Take one for a Friend"

(See photo below ... lower right corner)

***Successful Upper Cervical Doctors agree,
"patient education is the key to growing and sustaining
a successful practice."***

***The cost of educating 200 prospective patients to the benefits
of Upper Cervical Care is substantial.***

***One new patient added to your practice will cover the cost
of 200 booklets ... and ... help educate 200 prospective patients!***

View our "Patient Education Material!"

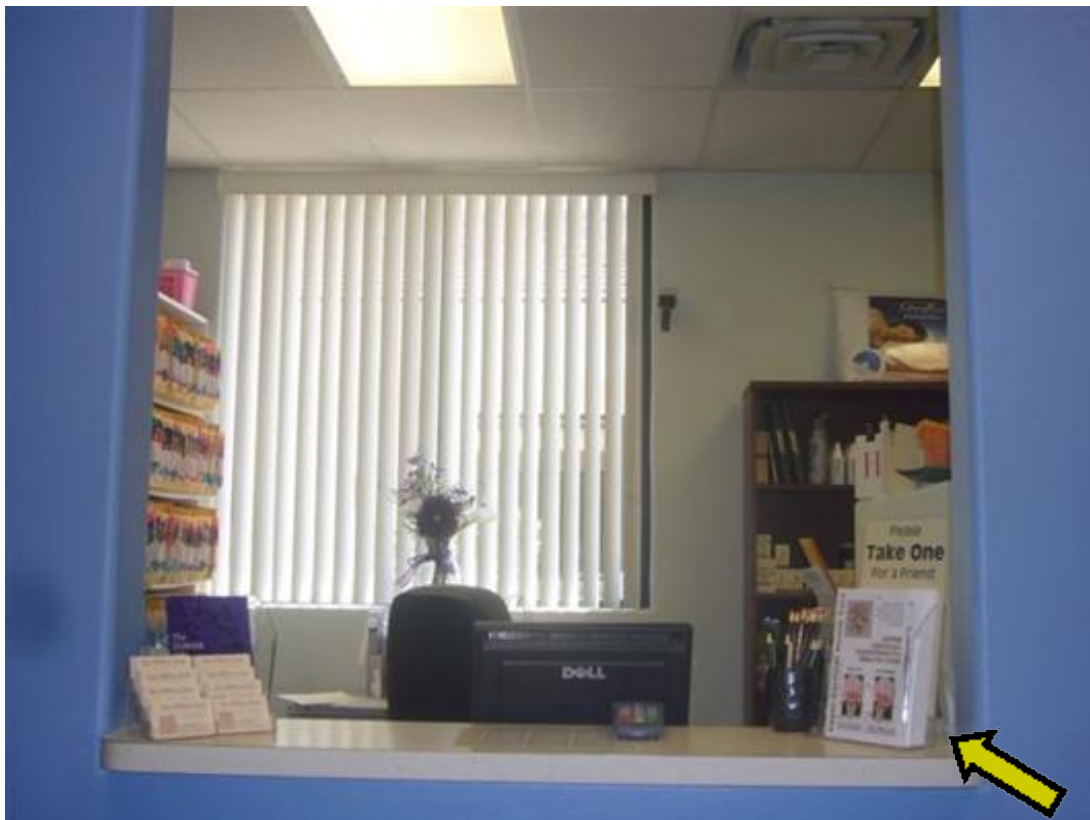


Photo Courtesy of Dr. Sarah Johnson ... Las Vegas, Nevada